



**Connecticut Office on
Culture and Tourism**



**Culture & Tourism Advisory Committee Meeting
Department of Economic & Community Development
One Constitution Plaza
Hartford, Connecticut
Monday, May 7, 2012, Main Conference Room
1:30 PM**

MINUTES

Present: Chairman Michael Price, Dick Allen, Charles Bunnell (via phone), Arthur Diedrick, Philip Eliasoph, Anne Elvgren, Agostino Galluzzo, Betty Hale, Helen Higgins, Fritz Jellinghaus (via phone), Renny Loisel, Larry McHugh (via phone), Stuart Parnes, Paul Pozzi, Rita Schmidt, Ann Sheffer (via phone), Walter Woodward, and Ted Yudain

Absent: Nicholas Bellantoni, Carolyn Cicchetti, Hans Hartman, Herbert Jay, Guy Ortoleva, and Will Wilkins

Staff & Guests: Kip Bergstrom, John Cusano Randy Fiveash, Tamara Dimitri, Mary Dunne, and Leigh Johnson

I. CALL TO ORDER

Chairman Price called the Advisory Committee meeting to order. It was so noted, Deputy Commissioner Kip Bergstrom was attending another meeting and would be arriving late.

II. APPROVAL OF MINUTES

On a motion by Arthur Diedrick, and second by Rita Schmidt, the Advisory Committee on Culture and Tourism approve the March 5, 2012 meeting minutes of the Advisory Committee as circulate. (Y-13, N-0)

III. ACTION ITEMS

- a) *On a motion by Paul Pozzi, and second by Ted Yudain, the Advisory Committee on Culture and Tourism approve the policy guidelines for non-conforming grantees.*

Discussion: A roundtable discussion was held regarding the new proposed policy guidelines. The guidelines were created due in part to the economic challenges organizations have been facing within the past few years. In an effort to safeguard public funds and the grant program, these guidelines would provide technical assistance in creating a stabilization plan to assist the grantee in meeting measurable objectives and milestones.

Arthur Diedrick moved to table the item, and was second by Betty Hale. (Y-13, N-0) It was requested that the guidelines go back to the Arts Committee for review.



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- b) **On a motion by Ted Yudain, and second by Fritz Jellinghaus, the Advisory Committee on Culture and Tourism approved 17 Marketing Challenge Grants totaling \$250,000.** (Y-12, N-0, Abstaining: Rita Schmidt for the Eastern Regional Tourism District)

Ann Elvgren made a proposal and requested it be reflected in the minutes; that we [agency/committee] should seriously consider taking money out of the proposed media buy for the fall period and add another \$500,000 to grant organizations for tourism to bring it back to the level of where it once was. Rita Schmidt agreed with Ann Elvgren as each and every one was cut significantly which could impede on the organization's ability to conform to the grant and have it be of any significance.

CONSENT AGENDA ITEMS

Consent Agenda Items a-g:

On a motion by Arthur Diedrick, and second by Ted Yudain, the Advisory Committee on Culture and Tourism approved consent agenda items a-g. (Y-13, N-0)

IV. REPORT OF THE CHAIR –Michael Price reporting

No report at this time.

Roundtable discussion:

A press conference is scheduled on May 14, 2012, in the Old State House for the unveiling of the state's new brand and marketing ads – all Advisory Committee members are invited to attend. The Connecticut Tourism Conference is scheduled for May 17, 2012 and will be held at the Connecticut Convention Center. The Official 2012 Visitors Guide has been delivered and is ready for fulfillment.

Deputy Commissioner Kip Bergstrom arrived at 2:15 p.m.

Ann Elvgren asked if the renovations at the rest areas were completed and if the welcome centers area were included in those renovations. Randy Fiveash reported that some of the rest areas renovations are almost complete and included designated space for the welcome center. In addition, progress has been made in the opening of the Danbury Welcome Center.

V. REPORT OF THE DEPUTY COMMISSIONER – Kip Bergstrom Reporting

Deputy Commissioner Bergstrom addressed the Advisory Committee and noted his concern with the Committee tabling the policy guidelines for non-conforming grantees. It was explained why the policy guidelines were brought before the Committee and not vetted through the Arts Committee; as it is a time-sensitive issue.

The granting policies as they are currently written, are nonsensical that are self-defeating for both the organizations and the agency – and are being corrected to allow the flexibility needed to provide technical assistance in creating a stabilization plan in which to assist a grantee in meeting measurable objectives and milestones. Currently, there two organizations needing extensions for their grants.



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On a motion by Ann Sheffer, and second by Paul Pozzi, the Advisory Committee on Culture and Tourism gives approval to the Deputy Commissioner to use his discretion for the two organizations needing extensions. (Y-13, N-0)

Deputy Commissioner Bergstrom reported that the Governor's Arts Awards have been suspended for this year but will commence next year and will reflect the new direction of the arts funding.

VI. ADJOURNMENT

A motion to adjourn was made and so moved. Next meeting is scheduled for Monday, July 2, 1:30 p.m., One Constitution Plaza, Main Conference Room. A request was made to change the July 2nd meeting to the end of June or the week following the July 4th holiday.